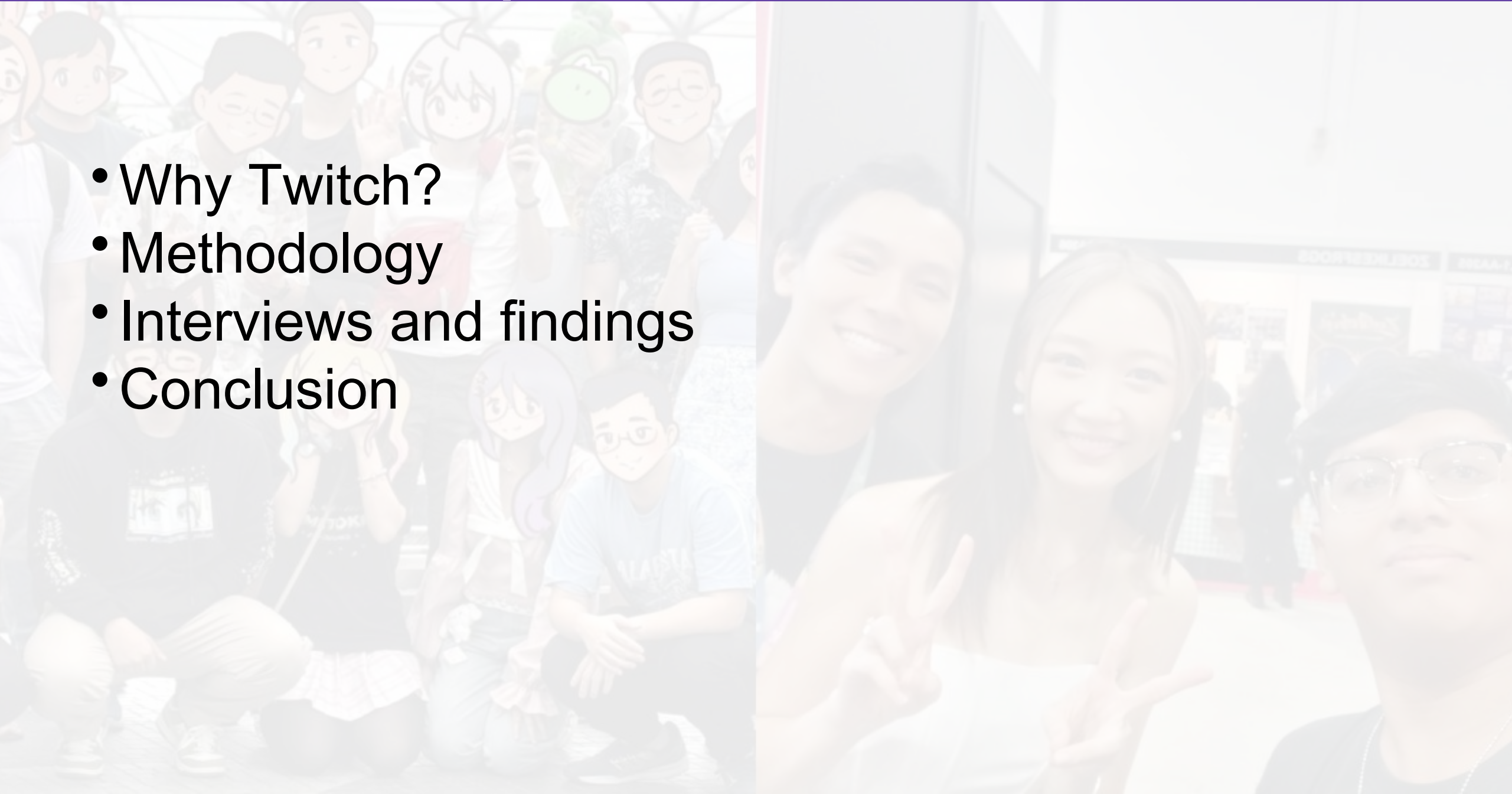


Twitch as a Socialisation Platform

Identity, belonging and community formation among viewers

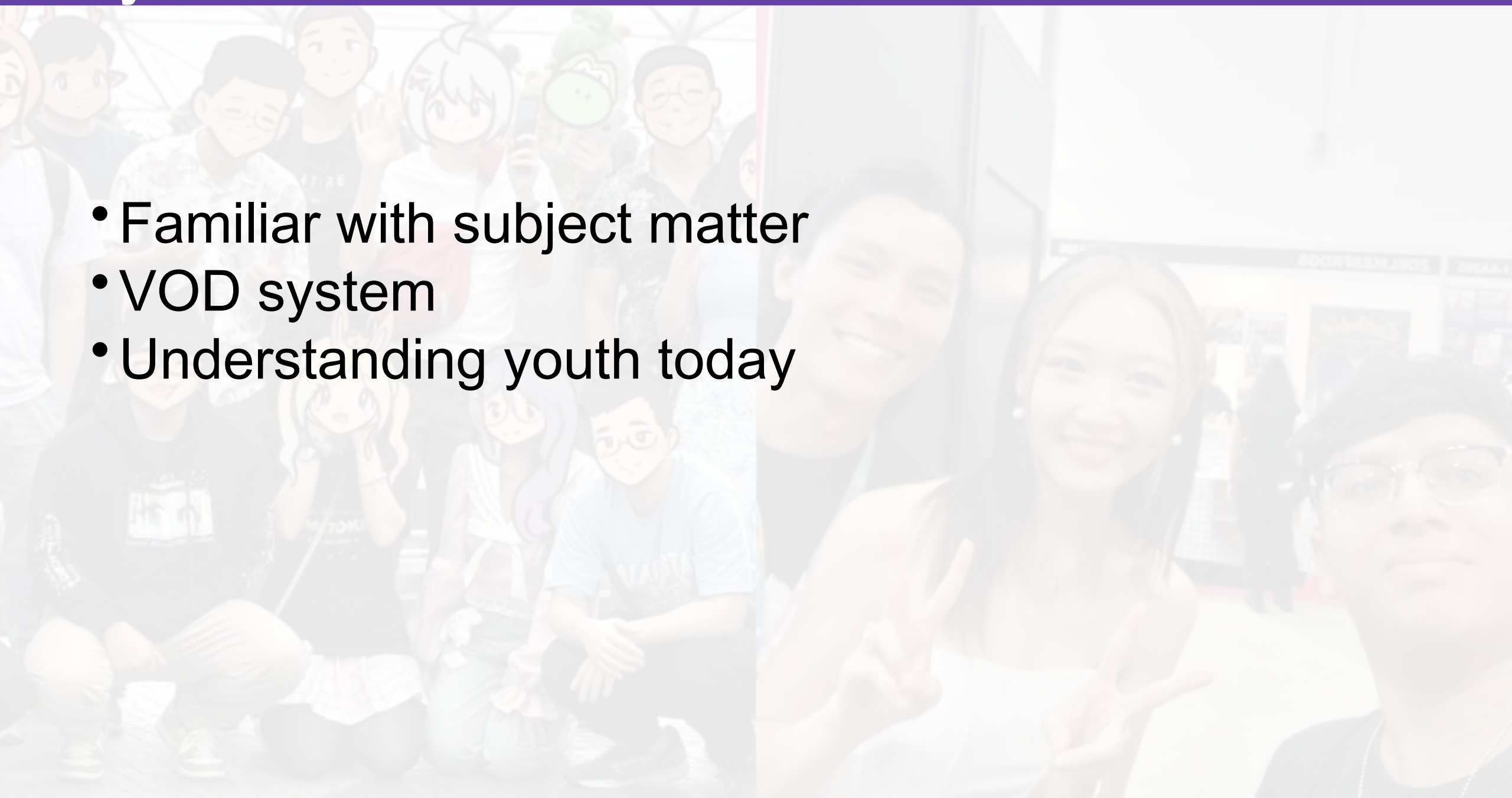
Presentation Roadmap

- Why Twitch?
- Methodology
- Interviews and findings
- Conclusion



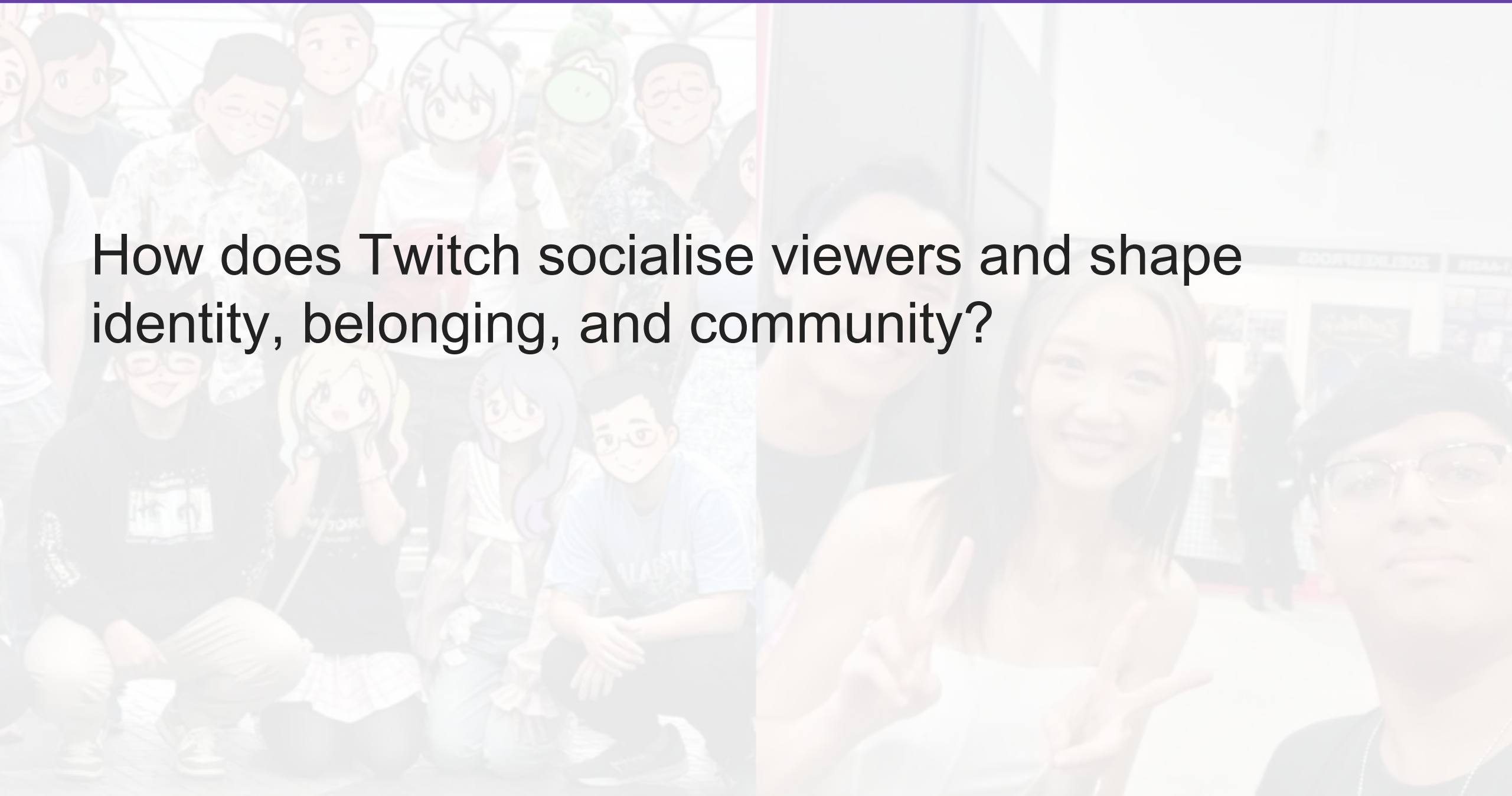
Why Twitch Matters

- Familiar with subject matter
- VOD system
- Understanding youth today



Research Question

How does Twitch socialise viewers and shape identity, belonging, and community?



- Conducting interviews of Twitch viewers
- Snowball sampling



Theoretical Framework

- Six categories of the Twitch viewer journey
- Theoretical framework:
 - Social Identity Theory - Henri Tajfel and John Turner (1979)
 - Parasocial interaction - Donald Horton and Richard Wohl (1956)
 - Dramaturgy and self-presentation - Erving Goffman (1959)

Entering Twitch

- Mohamad Hashri Rusyaidy, AKA AbanglongH



Entering Twitch

- Nuryem, Twitch streamer and viewer

Fortnite Lobby

NAME	ULTIMATE	KD	LOADOUT	CASH	FIN
Emmery	0 / 3	8 / 4 / 4	[Weapon]	5,550	1
PARADOK	READY	7 / 7 / 4	[Weapon]	4,450	24
Fade	7 / 8	7 / 5 / 4	[Weapon]	5,600	10
Ready Player 1	READY	5 / 5 / 3	[Weapon]	1,400	14
Casanova	4 / 8	5 / 7 / 1	[Weapon]	4,300	15
pluffy	5 / 8	9 / 7 / 1	[Weapon]	4,100	31
LTA keblitz	3 / 8	8 / 4 / 3	[Weapon]	4,100	34
Reyna	0 / 7	4 / 5 / 2	[Weapon]	4,150	21
J A Y Z	3 / 8	4 / 8 / 0	[Weapon]	3,250	21
Cypher	READY	3 / 6 / 2	[Weapon]	4,900	47

COMBAT REPORT

OUTGOING	175	KILLED	110	INCOMING
TIME	0:12	DAMAGE DEALT	175	
		KILLS	1	
		HEALING DONE	50	
	0:21	ENEMIES NEARSIGHTED	1	

Chat on Videos

19:22 [hzan90000](#): i lived a double life when i was a teen

19:37 [hzan90000](#): thats how the word budak design came about i think

19:48 [aokou](#): 🤖🤖🤖

20:12 [hzan90000](#): enemy team got LTA, no speeding ah guys

21:02 [hzan90000](#): i made every sg collab work translator 🤖

21:37 [hzan90000](#): but yeah when i was a teen, my schoolmates were very rich, then outside school, i mixed around with the other spectrum of people

22:28 [hzan90000](#): other end of that spectrum

22:44 [hzan90000](#): like the rich and the underworld

22:48 [imnotoneofyou](#): imnotoneofyou watched 15 consecutive streams and sparked a watch streak! a

23:18 [hzan90000](#): some of my friends were quite surprised how i can match both frequency

23:24 [hzan90000](#): like both groups like me somehow

23:51 [hzan90000](#): ya really

24:47 [hzan90000](#): but weirdly enough, i look matrep to the general, but to that society, i look nerdy

25:27 [apm2725](#): 🤖

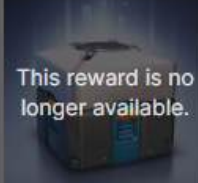
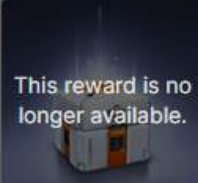
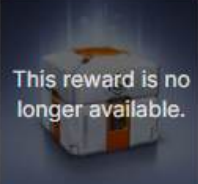
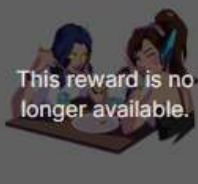
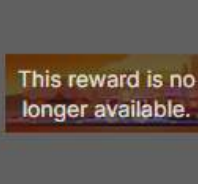
26:51 [hzan90000](#): cos my A level friends first impression of me was that they thought i was a gangster 🤖

27:35 [hzan90000](#): then some of my gangster friends question how i even

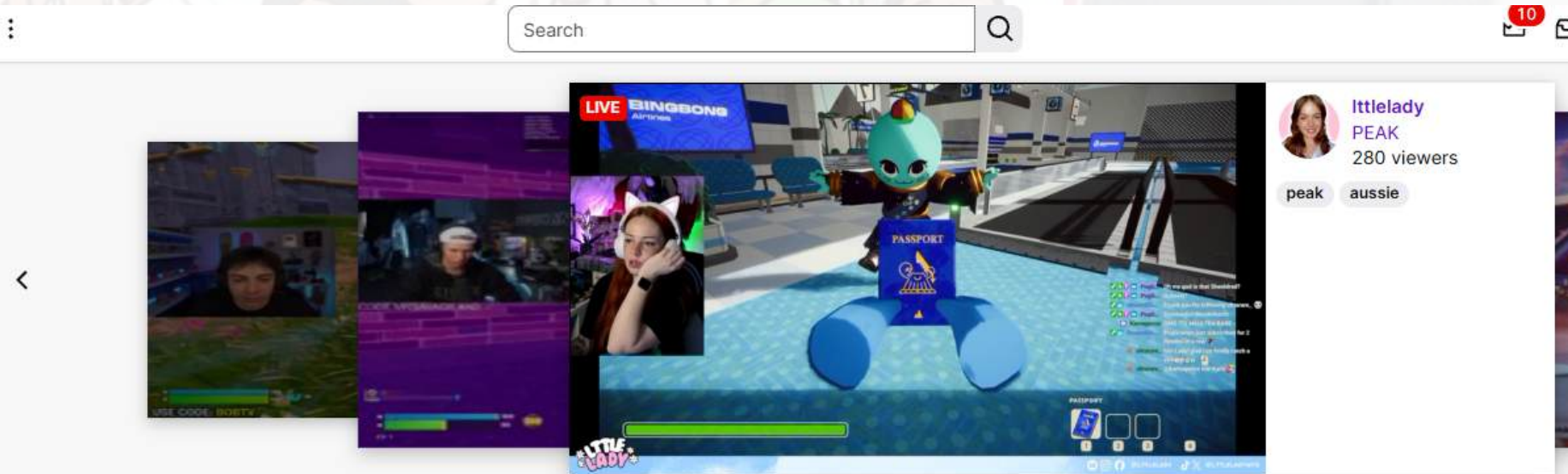
Entering Twitch

Drops & Rewards

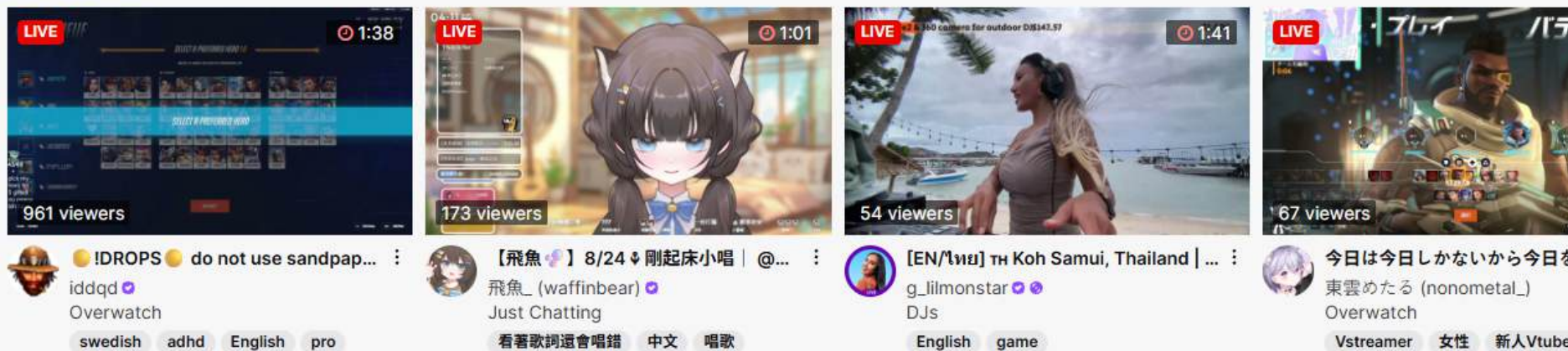
[Inventory](#) [All Campaigns](#) [Social Media Badge](#)

Launch End Date: Thu, Aug 20, 2:59 AM GMT+8 About This Drop	 Bad Press Spray	 Cute Sierra Avatar	 This reward is no longer available.	 This reward is no longer available.	 MEKA Squad Namecard	 Shion Slide Spray
OWWC Groups 2026 Day 1 & 2 End Date: Sat, Aug 22, 9:28 AM GMT+8 About This Drop	 Battle Pass Tier Skip OWW	 This reward is no longer available.	 This reward is no longer available.	 Kimbap Spray	 OWWC GroupBusan Name Card	 OWWC Groups Busan 2026 Da
OWWC 2026 Groups Day 3 End Date: Sun, Aug 23, 9:28 AM GMT+8 About This Drop	 Battle Pass Tier Skip OWW	 This reward is no longer available.	 Esports Lootbox OWWC 2	 This reward is no longer available.	 This reward is no longer available.	 OWWC Groups Busan 2026 Da

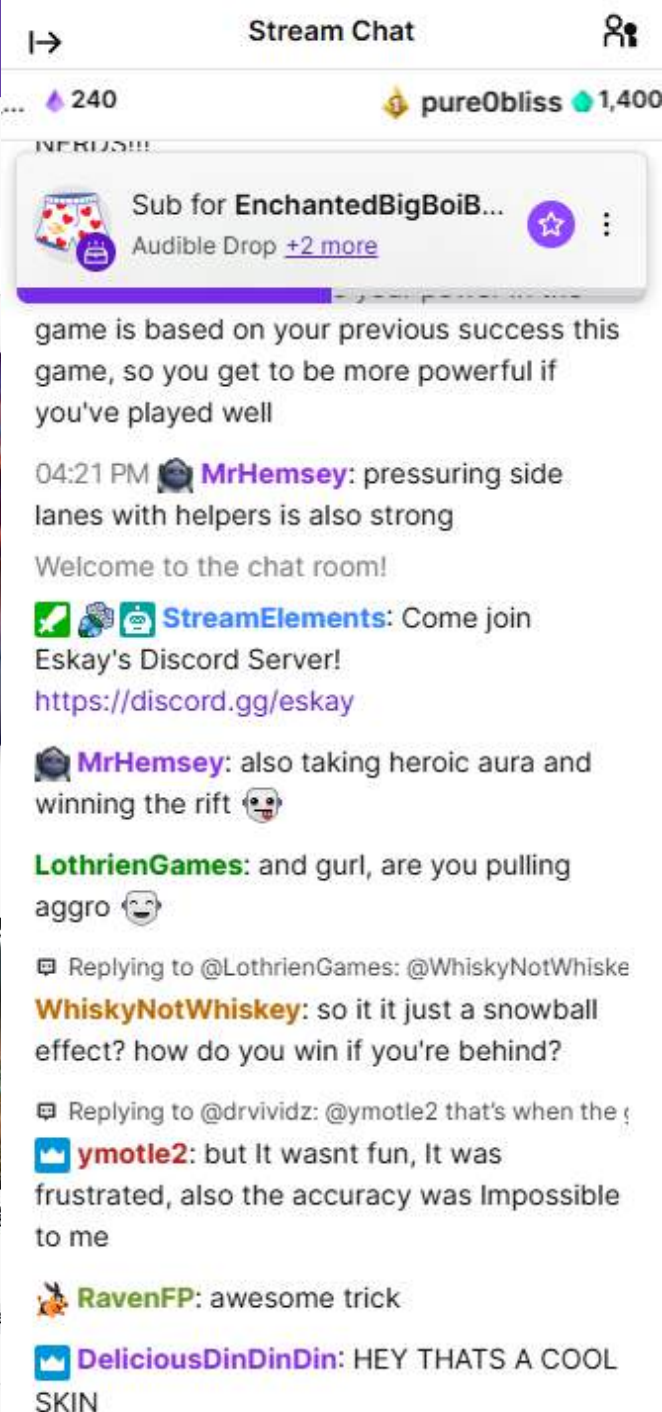
Beginning socialisation



Live channels we think you'll like

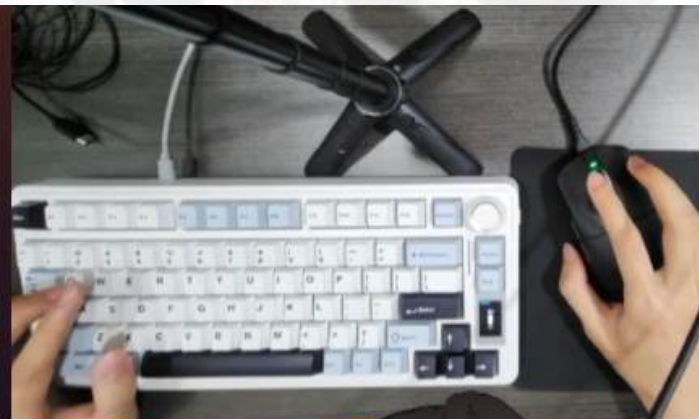


Show more

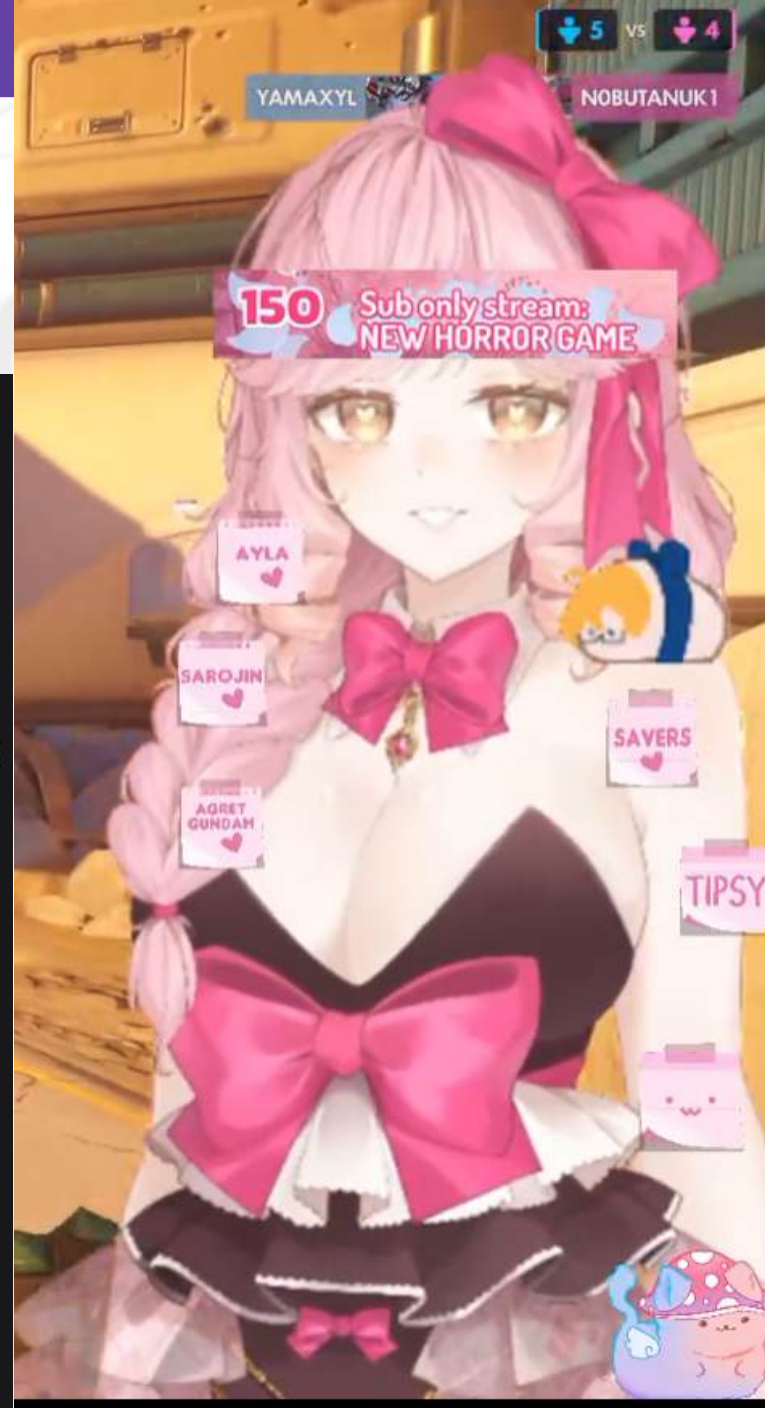


Transition into Interaction

JonaruTV (left) and
WingedMessenger (right)



01:07:33 miaomiix3: u lost to me at valorant anyway
01:07:45 omids_imcrashingout: will jona crash out in valorant too
01:07:45 ca9sJenny: you'll get it next time
01:07:48 miaomiix3: and this is the third time I'm playing haha
01:08:54 miaomiix3: see his health goes down and up
01:09:12 miaomiix3: it was 4100 then 4700
01:10:04 omids_imcrashingout: oh
01:10:07 omids_imcrashingout: he's constipated
01:10:14 AvlusOdanro_Avl: you see a question mark?
01:10:21 AvlusOdanro_Avl: One ability not choes
01:10:24 AvlusOdanro_Avl: chosen
01:10:30 AvlusOdanro_Avl: yyou silly
01:10:52 miaomiix3: it go down and up
01:11:35 ca9sJenny: 3rd time's the charm hopefully?



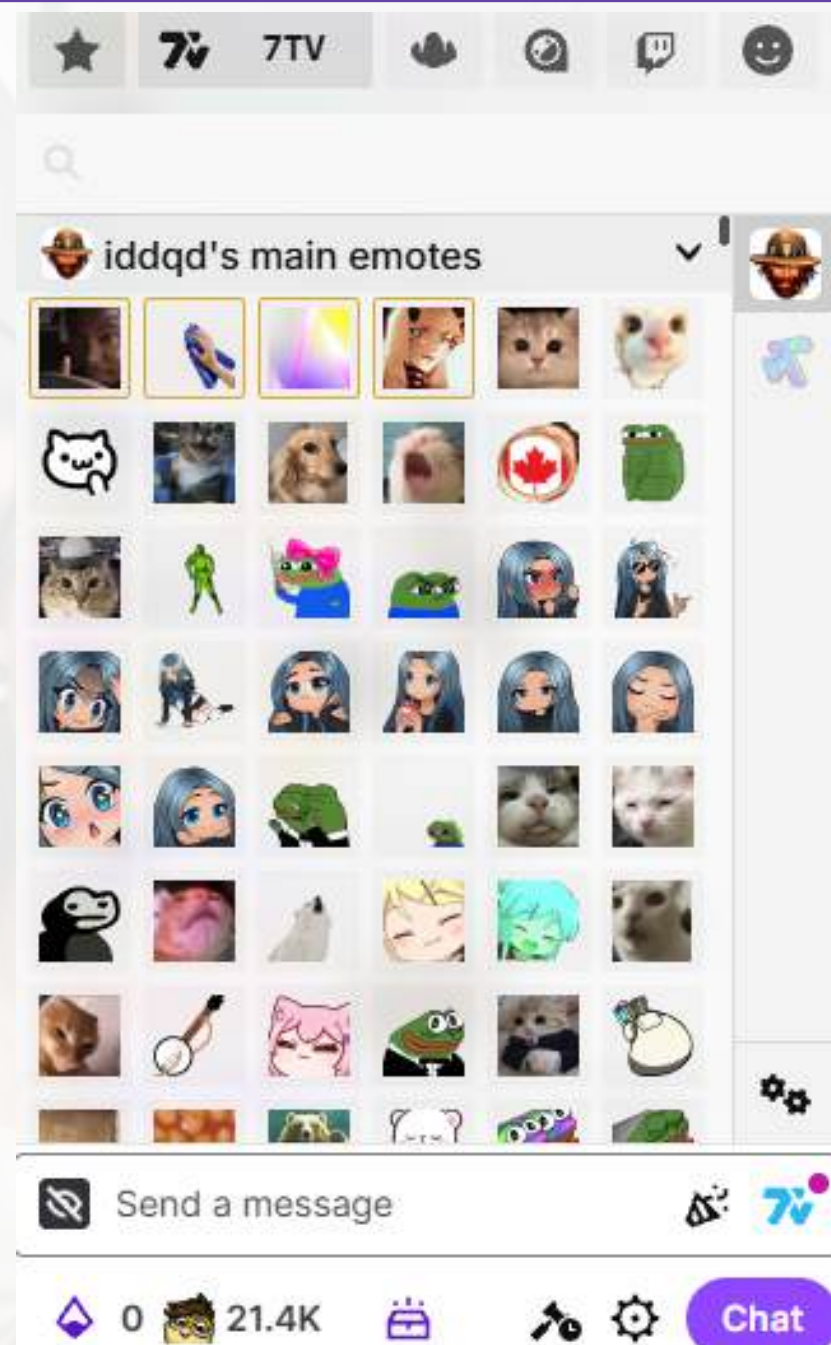
01:07:50 RabbitBen: Iso @ellumon
01:07:50 StreamElements: Please check out @ellumon~! The Fae will be grateful if you do ♡ They last streamed Just Chatting at <https://twitch.tv/ellumon> !
01:07:50 yamaxyl: WHAT
01:07:54 Ellumon: uhhh I am a mega chef >:) idk what the other mean lmao im a noob >>
01:08:28 Ellumon: AAAAA I give orders >:) and then I get overwhelmed and then I follow orders XD
01:08:43 WingedMessenger: lspin2
01:08:48 StreamElements: ♡ Use CBTIFYFORYOU via this link (<https://www.pntra.com/t/3-325788-300402-145574>) to get 10% off your favourite Coffees & Teas from Coffee Bean and Tea Leaf. For Faebeans RESIDING IN THE US ONLY
01:08:54 RabbitBen: Wingu is Gordon Ramsay
01:08:57 Ellumon: xdd
01:08:57 RabbitBen:
01:09:09 Ellumon: YES!
01:09:16 Ellumon: braincells go kaboom very fast lol
01:09:27 RabbitBen: Sorry Shef XD
01:09:40 zhenhong05: I got the 'you're fine just the way you are' asmr set

Building Belonging



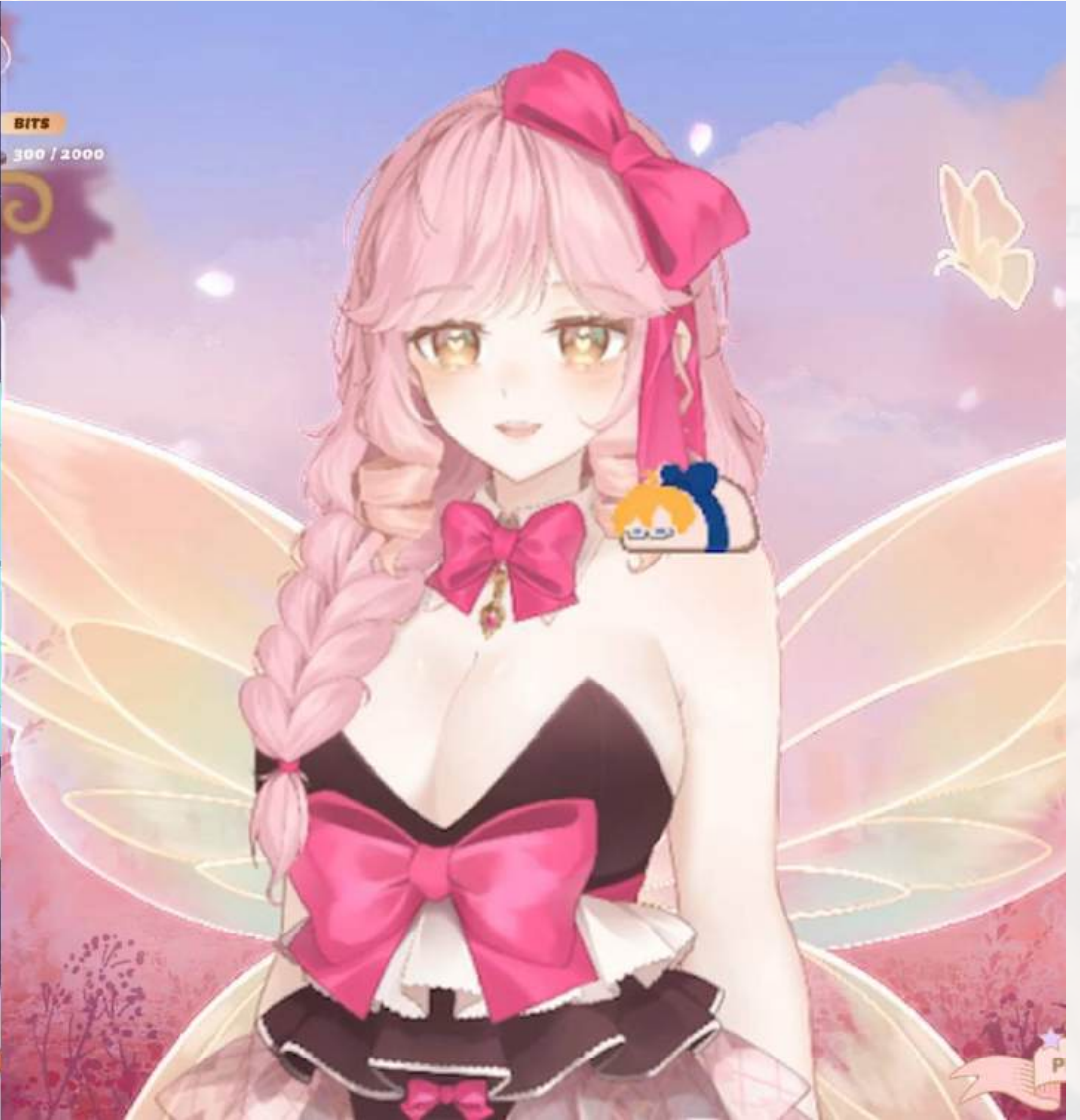
Above is an example of a Twitch user with multiple badges – these can be seen as accolades a user collects in their time on Twitch

Emotes can be customised and uploaded to Twitch, representing unique communities



Building Belonging

Twitch streamers Asha_exe and WingedMessenger believe that being genuine is key to connecting with their viewers



Building Belonging

Most Watched Channel



JonaruTV

Hours Watched

640

Chats Sent

60,790

Channel Points Earned

267,690

Channel Points Spent

173,093

Top Emotes Used



Twitch user L shared that she watched JonaruTV “religiously” when she first found his livestream

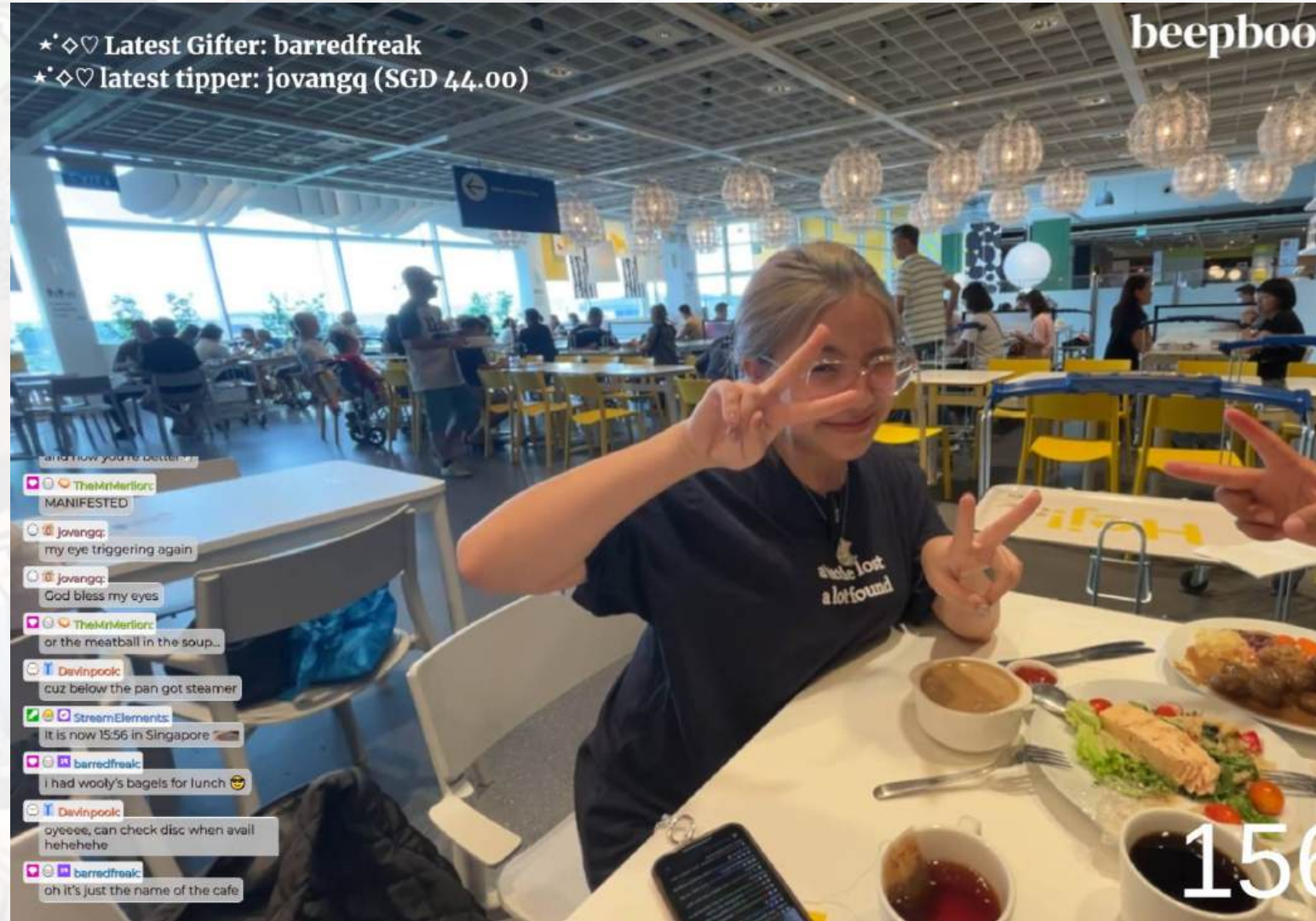
From Online to Offline

Himetokki (bottom middle) holds offline gatherings for her community which Hashri has attended



From Online to Offline

Aderxu, an IRL (in-real-life) streamer, stopped streaming in 2024 – but her community lives on.



156

From Online to Offline

Supercatkei (left), is an IRL streamer known for her wholesome image.

Hashri (right) received the Outstanding Mentor Award during the 4PM-ITE Award Ceremony 2025.



Twitch as a Socialisation Platform

Twitch streamers and their communities validate and reinforce instead of induce change

As a gaming platform, understanding it is likely to help build understanding of youth today